

837506/18/05

Revised

**CITY OF RIVERSIDE**  
**HUMAN RESOURCES DEPARTMENT**  
**CLASSIFICATION SPECIFICATION**

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**TITLE: UTILITIES ASSISTANT DIRECTOR/FINANCE AND CUSTOMER RELATIONS  
(UTILITIES CHIEF FINANCIAL OFFICER)**

**DEFINITION**

Under general direction, to plan, direct and review the utility financial, budget and rate structuring activities; and the utility marketing and customer service activities including marketing, education and information, customer service, and public benefits programs; to provide professional and technical staff assistance; and to do related work as required.

**REPORTS TO:** Public Utilities Director

**SUPERVISION RECEIVED AND EXERCISED**

Receives general direction from the Public Utilities Director. Exercises general direction over professional, technical, and administrative support staff.

**EXAMPLES OF DUTIES**

Duties may include, but are not limited to, the following:

- Direct and participate in the development and implementation of goals, standards, objectives, policies and procedures.
- Plan, direct, and review activities related to the utility marketing and customer service activities including marketing, education and information, customer service, collections, meter reading, service assistance with Economic Development, Legislative Affairs and public benefits programs.
- Direct all marketing and customer service related activities; determine scope of projects; review programs, projects and schedules for suitability and approval.
- Direct and participate in the financial planning of the Department, including revenue bond financing and rate level determinations.
- Develop and implement financial plans and systems, including risk management measures to ensure effective and economic use of Department's assets.
- Supervise the preparation of short-and-long term financial forecasts, including sales, costs and fund balance.
- Supervise the preparation of data for submission to regulatory agencies.
- Develop performance measures and monitor costs of operations.
- Direct and review the development of supporting data and preparation of recommendations on electric and water rates.
- Direct and participate in the preparation and control of operating and capital improvement budgets.
- Participate in the administration of the operating budget and the capital improvement plan and budget.
- Serve as department representative or alternate on, and to, City committees, project committees, power agencies and industry organizations.
- Coordinate Division activities with other City departments, divisions and with outside agencies and organizations.

- Supervise preparation of data for submission to regulatory agencies; serve as expert witness and represent City interests as required.
- Coordinate the Departments internal and external auditing activities.
- Supervise the survey, research and analysis of departmental fiscal, administrative, personnel and operational activities.
- Direct the preparation of technical and administrative reports, presenting reports and recommendations to the Public Utilities Director, City Manager, Board of Public Utilities, City Council and other agencies and organizations.
- Select, supervise, train, and evaluate professional, technical and administrative support subordinates.
- Supervise the selection, and activities, of professional consultants, advisors and contractors.
- Serve as Acting Public Utilities Director as assigned.
- Review relevant legislative activities and participate in meetings with local, state and federal elected officials to ensure the Utility is not negatively impacted by proposed or existing legislation.
- Participate in economic development activities of the City by proposing and implementing ideas and proposals where the Utility could be of benefit.

**Knowledge of:**

- Principles and practices of marketing, negotiation, public utility administration, organization, budget, and personnel management.
- Methods, materials, techniques, equipment used, and applicable regulatory codes and laws related to the operation of a public utility.
- Recent developments, current literature, and sources of information regarding utility marketing, conservation, Public Benefit programs and programs.
- Legislative process, practices and procedures as related to Utility operations.
- Appropriate means of available public assistance and encouragement of economic development and related activities.
- Relevant marketing practices of utility operations.

**Ability to:**

- Plan, organize, staff and direct a diversified organization in a manner conducive to efficient performance and high morale.
- Delegate authority and responsibility and to schedule and program work on short and long term basis.
- Establish and maintain effective working relationships with representatives of other utilities.
- Communicate clearly and concisely, orally and in writing.
- Prepare and negotiate relevant contracts.
- Formulate and present policy recommendations.
- Select, supervise, train and evaluate professional, technical, and administrative support subordinates.
- Work with others to create successful customer marketing and communication campaigns for image, branding and event awareness.
- Determine relevant legislative activities and develop strategies to ensure the message of the Utility is communicated to elected officials and their staff.

**Education and Experience:**

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

**Education:** Equivalent to a Bachelor's Degree from an accredited college or university with major course work in business or public administration, marketing, or a closely related field. A Master's Degree in a related field is highly desirable.

**Experience:** At least seven years of progressively responsible managerial and supervisory experience in utility marketing and customer service activities including marketing, education and information, customer service, legislative affairs, economic development and public benefits programs.

**MEDICAL CATEGORY:** Group 1

**NECESSARY SPECIAL REQUIREMENT**

Possession of an appropriate, valid, Class "C" California Motor Vehicle Operator's License.

**CAREER ADVANCEMENT OPPORTUNITIES**

**FROM:** Utilities Deputy Director/Marketing & Customer Service

**TO:** Public Utilities Director